

947007/02/03

Revised

**CITY OF RIVERSIDE**  
**HUMAN RESOURCES DEPARTMENT**  
**CLASSIFICATION SPECIFICATION**

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**TITLE: ECONOMIC DEVELOPMENT COORDINATOR**

**DEFINITION**

Under direction, to perform a variety of responsibilities associated with professional communication and marketing services; design, develop and disseminate informational materials to internal and external audiences; to implement an effective communications marketing program to increase all levels of communications related to City services, activities and functions; to assist in coordinating and facilitating economic development and business retention activities, projects and programs with other City departments, private businesses, public agencies and non-profit organizations; to provide professional and technical staff support to higher level management staff; to serve as an advocate for businesses in the City; and to do related work as required.

**DISTINGUISHING CHARACTERISTICS**

This class is distinguished from the Economic Development Manager in that the manager has responsibility for the over-all development, implementation and administration of the economic development plan and related programs. The Development Coordinator assists in carrying out the program activities under direction and provides upper level management with professional and technical staff support.

**REPORTS TO:** Economic Development Manager, Deputy or Assistant Deputy Director, or higher level management staff as assigned.

**SUPERVISION RECEIVED AND EXERCISED**

Receives direction from the Economic Development Manager, or Deputy or Assistant Deputy Director. May also receive special assignments from the City Manager, Assistant City Manager/Development, the Mayor and/or Department Director. Exercises close to general supervision over professional, para-professional, technical and administrative support staff, as assigned.

**EXAMPLES OF DUTIES**

Typical duties may include, but are not limited to, the following:

- Analyze information from a variety of sources and develop information, reports and documents for use by developers, landowners, residents and City staff.
- Develop and implement a marketing plan identifying goals, objectives, strategies, tactics and tools with action plan for reaching internal and external audiences and a defined evaluation and measurement component to gauge its success.
- Prepare and disseminate a wide variety of information materials (collateral) representing City businesses and services through the use of brochures, newsletters, flyers, articles, commercials, radio, print advertising, special presentations, signage and related materials.
- Participate in City and community events. Work closely with City staff to ensure compliance with City marketing objectives on all collateral materials.
- Oversee City photographic and video needs.
- Work with City departments and Information Systems to design and maintain an internet site that represents the City in accordance with branding and marketing efforts while focusing on customer-friendly navigation and interactive capabilities.

- Coordinate and conduct ongoing studies and targeted surveys and support special assignments.
- Coordinate meetings between developers, business owners, residents and public agencies from inception through completion of their proposals.
- Schedule meetings with developers of major projects and appropriate departments to identify planning needs.
- Serve as a resource to the City in facilitating the development process, coordinating key development projects through appropriate City channels, translating City concerns and expediting project improvements.
- Establish communication with prospective developers, investors and landowners to provide information concerning development opportunities.
- Coordinate development programs and activities with other City departments.
- Provide ombudsman and problem resolution services for the development community and other interested groups.
- Develop, revise and maintain informational materials relative to the City building process.
- Serve as the Council appointed small business ombudsman; meet with business owners within the community, local participants in the development process, and others to determine their needs; assist in resolving small business development issues.
- Serve as a staff resource to a variety of City commissions, boards, task forces and committees; attend a variety of meetings to keep abreast of development activity, programs and implementation plans; participate in the preparation of action plans and recommendations.
- Prepare City Council reports and appropriate back-up materials.

## **QUALIFICATIONS**

### **Knowledge of:**

- City government operations and procedures.
- Techniques and methods used in development and evaluation of marketing communications.
- Principles and practices of research, journalism, graphic design, layout and production.
- Procedures and requirements associated with the development process.
- Zoning, land use terminology and development standards.
- Principles and practices of business retention, economic development and problem resolution.
- Criteria used in analysis of development proposals.

### **Ability to:**

- Establish and maintain cooperative relationships with a variety of citizens, public and private organizations and businesses, commissions/committees and City staff.
- Develop, organize and coordinate a marketing communication program.
- Gather and verify news information through interview, observation and research.
- Prepare and present a variety of communication materials; write and edit newsletters and news releases; prepare flyers and reports; prepare and give presentations; edit materials for proper punctuation and grammar.

- Coordinate functions and activities between departments and outside agencies.
- Research, analyze and present facts and circumstances of complex and multi-directed projects.
- Coordinate various functions, procedures and needs of various participants in the development process.
- Communicate effectively, both orally and in writing.

**Education and Experience:**

Any combination of experience and education that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

*Education:* The equivalent to a Bachelor's Degree from an accredited college or university with a major in public or business administration, planning or a related field. A Master's Degree or graduate level course work in a related field is desirable. Up to four years of additional experience may be substituted for education on a year-for-year basis.

*Experience:* Three year's of experience in municipal management involving coordinating, administering and implementing development proposals through a governmental process.

**MEDICAL CATEGORY:** Group 1

**NECESSARY SPECIAL REQUIREMENT**

Possession of an appropriate, valid class "C" California Motor Vehicle Operator's License.

**CAREER ADVANCEMENT OPPORTUNITIES**

**FROM:** Economic Development Coordinator

**TO:** Economic Development Manager